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Executive summary

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Executive Summary

MoCCA, stands for "**Mo**bile **C**reative **C**ommunication **A**ffiliation", is an innovative idea for telecommunication project. The idea is based on the integration of different telecom technologies in one solution. It is composed of an affiliation of 3 major components (SMS/MMS, Fax and Email services) with a fourth component (Voice) to follow in the second stage.

The Company

The MoCCA project is to be developed, maintained and managed by Egyptian professionals under the patronage of an Egyptian company that is to be established as independent subsidiary from Interdesigns™ especially for this purpose, the project designers however are aware that this project requires substantial funding in the first 18 months, the main source of funding would be entrepreneurs who are willing to penetrate into the telecom market with new creative ideas.

Objectives

MoCCA 's objectives for the first three years of operation include:

- The creation of a unique, upscale, innovative environment that will differentiate MoCCA from international competitors.
- Building strong Foundation in the local market as a pioneer in data transmission services.
- Educating the business community on what the Integration of communications has to offer for their business and how can they substantially reduce operational costs by utilizing our services.
- Putting the basis for strong brand equity.
- Offering reliable services and support at a reasonable price.

Services

MoCCA Framework is a platform that allows medium to large enterprises to rely on for managing their messaging services, it manages different communications between working teams or from the enterprises to their clients allowing them to utilize the dynamic technology revolution to run more successful businesses.

- *MoCCA Account Management Center (AMC):* is an administrative tool that assists enterprises in controlling, monitoring & scheduling different communications between the enterprises and their clients. Followed are some features of MoCCA AMC:

1. Monitor delivery reports of messages in real time.
2. Scheduling for future sending.
3. Importing and managing large Contact Lists.
4. Automatic processing of messaging (action-on-event).
5. Automatic reply.
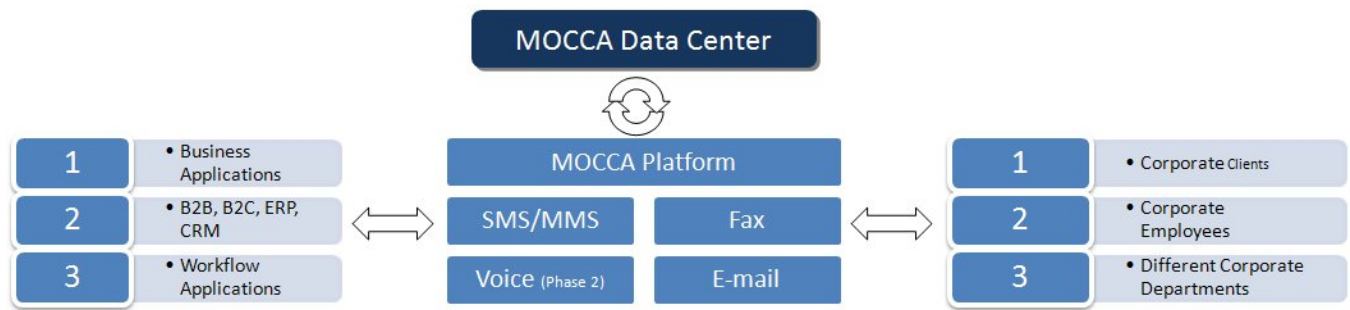
Customers

There are four main market segments defined:

1. Corporations dealing with massive number of end consumers.
2. Corporations with distributed departments or separate business units around the world.
3. Advertising agencies targeting the public audience.
4. Direct to End users

Competition

MoCCA will target both local and international markets, with low competition in the local market. Due to lack of providers for a similar service; it is expected that MoCCA can have large market share with the main challenge is education of business community about the importance of integrated communication services. This can be achieved by adequate advertising campaigns.

On the other hand, the international market will be highly competitive with the strong telecommunication infrastructure investments by governments like USA, that's where MoCCA has to differentiate herself from the services already available. MoCCA will deploy two strategies in order to achieve that; the first is a pricing structure where MoCCA's services will be priced at 10 - 12% less than the larger commercial run facilities. The second differentiating effort will be benchmarked customer service. With a customer-centric philosophy that will be infused within the entire organization.

Two international competitors namely (J2 Global Communications and Upside Wireless) were evaluated with their appropriate strengths and weaknesses, and how would MoCCA differentiate or ally with them.

Management Team

The company will pass through two stages, each of which has different personnell needs, that's why we decided to divide our management plan in two phases, to avoid hiring unnecessary personnell or conflicts in job descriptions.

- Phase one: System development
  During which there will be more need for technical staff than managerial/operational staff
- Phase two: Production
  During which the role of software developers will be skimmed to maintaing + Research & Development, while more staff would be needed for sales/marketing to discover the market and convert more business deals.

Financial Considerations

As for 3 years financial study, we deduced the following numbers:

- Net Present Value (NPV) with interest rate 10% will be 1,017,061LE.
- Internal Rate of Return (IRR): 118.8%
- Total Investment: 446,510 LE.

Discounted Pay Back Period would be about 9 quarters with Break Even point after 6 quarters.